## RAISING THE WIND FOR THE PRESIDENTIAL CAMPAIGN

## How Huge Sums Needed Are Gathered and the Men Who Do the Gathering

raising the wind. When the amount vers at their clows if they are to required is between \$1,500,000 and escape indictment and obloquy as the \$2,000,000 one can see that the office of result of their labors for their respectreasurer of a national committee is
no sinecure. As campaign jobs go, it's
more difficult to get the money behimself as the campaign's goat. Some of everything else, is rising. of them have done so in campaigns

The treasurer of a national committributions from rich and poor, using his wits to think up new schemes of prepared to be importuned unceasingly by the politicians for noney and more money to spend on

It would not be so bad if he got out of this most trying of campaign tasks. But he doesn't. In the

Of course, the candidate thanks him party was successful, an office of some kind. The members of the national mittee, of which he is an officer. the chairman, if the party won. But through the campaign, while others are in the limelight, he must content himself with the joy of his work of Scity bureau generally lets him alone.

men, both young, both energetic \$676,000. and both out to make a record. Cornelius N. Bliss is the Republican treasurer and Wilbur W. Marsh the thing is higher. The cost of printing Democratic treasurer. Just now &'s has tripled for one thing, campaign sort of race between the two to see bow much they can raise by the pular subscription method, leaving out of account the big subscriptions To raise popular funds both have thought out new schemes.

Let it be said right here that the task confronting Mr. Bliss and Mr. March is harder, if anything, than that The laws governing campaign contributions have been growing tighter and tighter, the moral sense of the around for some one to raise the wind public more discriminating as regards what constitutes tainted and uniasted a man selling patent clothespins:
money. It isn't possible any more to
take money from corporations, and
used to be the casiest money to
that used to be the casiest money to
that used to be the casiest money to
the money from corporations and used to be the casiest money to
that used to be the casiest money to
the particular from the particular f large corporate interests.

RESIDENTIAL campaigns cost a aroused public opinion concerning the great deal of money. The job purity of the ballot. Consequently is necessary for both Mr. Bl.ss and Mr. Marsh to have competent legal ad

about the worst ever. A man who ac- cause of these ever growing restric cepts such an office might well describe tions, but more money must be spent The cost of campaigns, like the cos

It was stated publicly the other day by Henry Morgenthau, who as chair man of the Democratic Finance Comtee has to work with his coat off right through the campaign. Not only must be currycomb the country for concrats, that the irreducible minimum of crats, that the irreducible minimum of Democratic needs this year had been placed at \$1,500,000. Four years ago it was \$1,100,000.

The Republicans have not made public their own estimate of expenses. When the campaign was in its infancy they figured it out as about \$1,000,000. Later the amount was raised to \$1,500,000. And at a still more recent gathering of Republicans to eyes of the public at large he does not discuss this question certain gentle exist until he flies his statement of re-ceipts and expenditures, makes his known to have informed young Mr. only little bow and disappears off the Bliss that the high cost of campaigns only little bow and deduction would probably make it necessary considerable criticism and generally this year to spend close to \$2,000,000 before November 7.

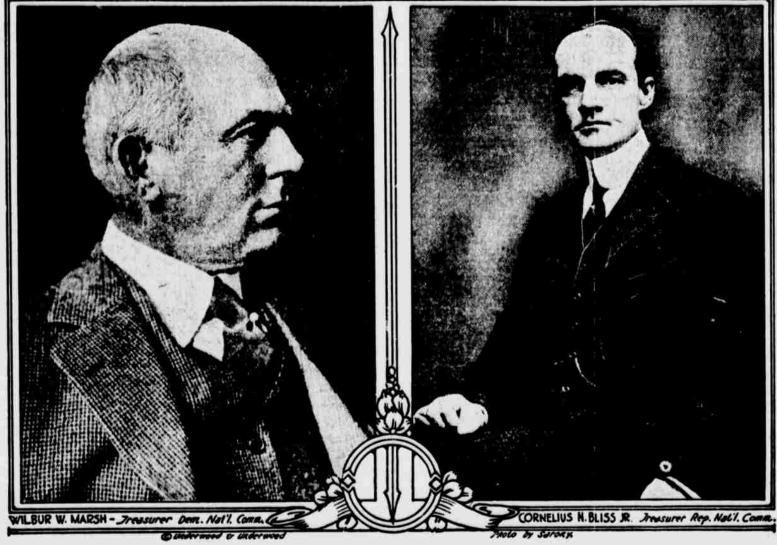
These estimates are larger than and perhaps later will offer him, if the those of rec at campaigns. But there is one notable exception. That was Mark Hanns to beat Bryan and free will also accord him honor next to silver spent \$3,500,000. He could have the chairman, if the party won. But through the campaign, while others mere asking, so that his job waster in the limelight, he must content not comparable to that facing the present wind raisers.
In 1908 the Republicans spent \$1.

The Presidential campaign of 1916 than \$500,000. In 1912 the Republihas brought to the task of getting the cans spent about a million, the Demoney for the two big parties two crats \$1,150,000 and the Progressive

The reason why it costs more now to run a campaign is because every buttons cost twice as much railroad fares are higher. And so it goes.

An idea of the dent that some o these items will make this year in the which are in a class by themselves. unds raised by the treasurers may be gained from the fact that in 1908 the Republicans spent \$76,000 for print \$60,000 for campaign lithographs and \$40,000 for buttons. These are which confronted their predecessors. 'ew of the numerous expenses a national headquarters must bear.

When the Republicans were looking



nany clerks, many adding machines fund this year.

Ind many typewriters. But even with his layout nobody makes any noise, out is a development of one tried suc-

enet of all Mr. Bliss. It is from these offices, where scarce iffeate showing that he has been entraise half a million, olled as a sustaining member of the Under the Bliss pl ubscription plan.

But the plan of cetting dollar con- \$4,000 in a single day's mail.

nan's. People who get off there by friends found when they balanced their ready. They have no doubt that with sented at the Panama Pair. The nistake think they have wandered hooks, that about 96 cents of every sufficient time at least \$1,000,000 could amount called for was \$80,000. That to the offices of a big up to date nervantile corporation. There are the dollar hobby is trying a dollar of course under this plan contribution. If the Legislature was going to be

east of all Mr. Bliss.

cessfully by William Barnes when he lit is from these offices, where scarce to footfall is heard, that Treasurer which in turn grew out of Bryan's dollar plan. This plan was to invite achieved y Mr. Bliss, there are per
dest of all Mr. Bliss.

cessfully by William Barnes when he quires \$10 at least to become enrolled son to their lawmakers. Nobody out there will ever forget that money raising campaign of Mr. Marsh's

Whatev r may be the success ing campaign of Mr. Marsh's

In the first place he hired a special

I. O. P. This is Mr. Bliss's popular tees are formed in every town in the money raisers over seen.

after he left.

However, some of the boys had given

## It Is the National Committee Treas urerer's Job and Few There Are Who Want It

tisement read, and for a time nobody

stepped forward. Then Fred B. Lynch and some of the Western Democrats suggested Maran of Iowa. It took Mr. Marsh about one the people and it must be paid for by day to decide to leave his business of the people.

"Every patriotic and loyal personal towards are towards and the people of th

the Democratic money raiser.

help and I'll guarantee to get you the million," said Marsh, and they did. In about two days Marsh showed up This is the spirit of giving which at Democratic headquarters here with a bunch of his own personally picked the names and amount each gives at hustlers. They were all young men will keep a permanent card imit from Iowa. On the train coming east record of this. I will classify chies

The Marsh plan, now in full swing, s nothing more than the good old 'every member canvass" scheme which the churches out in Iowa resort to when they are falling behind in current expenses or want to make a bonfire of the mortgage. Marsh and his young men, some of them church work-

ers, believed that if it could be worked

the Democratic party. An essential feature of the every member canvass plan is team work Any one who has ever been walted upon with a request to subscribe to a church fund to burn the mortgage knows that not one person but two do the visiting. Confronted thus by superior numbers the prospect generally capitulates. To organize such teams in every town and hamlet of one United States was the task which Marsh and his Iowa hustlers set themselves to do. This the way they do

every town is first secured. Then a communication is sent to him asking him to forward at once to headquarters the names of six or eight men in be named as an auxiliary finance com- we may count upon receiving through

or Republican money, not only in the \$10 subscriptions to a special fund and sons around Democratic headquarters train of two cars and an engine in By return mail each man so named orm of large subscriptions when he in return hand out some little hon- in Forty-second street, just around the this train, at the head of a staff of gets as his credential a little card bear-By return mail each man so named or Republican mency, not only in the strain and out some little hon- orm of large subscriptions when he in return hand out some little hon- in Forty-second street, just around the this train, at the head of a staff of gets as his credential a little card bear- in Forty-second street, just around the this train, at the head of a staff of gets as his credential a little card bear- of twos and threes to canva's per an get them, but also in the form of orarium. Mr. Barnes succeeded in corner from the Republican shop who young hustiers, he visited every town ing the pictures of Wilson and Mar- of twos and threes to canva's per sonally and collect this money to 10 subscriptions to what he calls his raising \$50,000 by this plan in the are willing to bet that Mr. Marsh will in the State reached by a railroad. He shall, and announcing that the Demoustaining membership fund. The con- State of New York alone when everybeat Mr. Bliss to a frazzle in collecting talked from the rear platform and he cratic National Committee has been ributor to this gets a nice little cer- body was hard up. Mr. Bliss hopes to money from the real "legent" Out in talked from the stage of the local pleased to appoint him a member of than singly, for it is harder for a religion to the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoint him a member of library from the stage of the local pleased to appoin Under the Blass plan local commit- a record of being one of the greatest ganized committees to get the money goes a personal letter from Treasurer Marsh calculated to make the new ubscription plan.

The idea of popular campaign funds.

The idea of popular campaign funds. of course, did not originate with Mr. tions. To get these committees Mr. collics. He is a perfect type of the tee presented it to the State. Iowa had pic. is one paragraph from Mr. Your committee to call upon each paragraph from Mr. Bliss made up the biggest mailing list breezy Western business man, and he its exhibit at San Francisco, and the Marsh's letter, which as a whole of these prospects in person. Despectively, Mr. Marsh. It really ever seen. He corresponded with every takes off his hat to Henry Ford. In next Legislature, in shame over the sounds like the follow up campaign of let this be hit or miss work.

get. And contributions from individuals may lay the party open to
criticism if they can be suspected of

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| In which he has ev A good many people out in Iowa two spair over this matter of a popular moreover, it is imperative because by goes on Mr. Marsh's card index.

to go and return same as for safety."

scriber and the officials of the library.

bothering of me as I say the truth."

The most striking fact about the

in small contributions in two months." | motives. Through you and the other That's the way the Democratic adver- party leaders I plan to make a because solicitation of every one who can at-

ought to give to the point where "Give me full swing, let me name really means something of a sacrific my own assistants and hire my own to him. To one this might mean to him To one this might mean thousand dollars or more; to another might mean \$500 or \$50 or a dollar they had mapped out their plan and population and make a compararecord of the amount given by ea-I feel certain you will see to your city is well up in this roll honor." But the real details of Mr. Mar-

every member canvass scheme are plained in still another communicati from national headquarters, printed nice pink paper. It is entitled 'He to Do It," and is in Mr. Marsh's best successfully for a church it could be style. Here is what it says: "Success depends upon team we-

worked in the country as a whole for and upon getting into the game right the other members of your committee are urged to adopt the following pr "I. On the day you receive this lett;

make a list of every person you know be he Democrat, Republican, Progress sive or Independent-every forward looking man and woman whom , know or believe to be interested as reelection of Woodrow ! set opposite his name the believe he can afford to give "2. Have your committee meet

ice, compare notes, and together prepare a complete list of every possible contributor with the amount you committee estimates he should give. "3 Transmit immediately personally a conservative estimate the amount your committee belief

your efforts. We need this estimate a once; please see that it is made within three days after you rethis letter. "4. Divide your committee into teams

can work more effectively in pa neighbors than to one person "5. Apportion your list of prospe-

it systematically, and do it without We are urer Marsh here. No matter gets an engraved receipt and as

In the forty-eight States there are now as many different sets of laws on themselves ever hear much of Mr. as many different sets of laws on the subject of corrupt practices at elections. All are the result of an His office is on a floor below the chair-Persons around Democraquarters who were at first in to be sceptical about the Mary

hanged their views some works Up to date he has appointed more \$,000 local finance committees with

committees Each letter engine i e Apparently in one case there had a check or had pinned to it real mor Some chairmen sould harm tegibly, but attached to each the former expressing himself sternly there was the list in esen DEAR MADAM: As any one would ex-pect it I am as anary as can be. You \$500. In one day's mail the the people who had contribut but dear Madam on May 17th one of my friends returned it. Now let the and stay there and don't have no more \$20,000. In fact the average day ceipts are now about \$15,000. "We'll get that million or past Mr. Marsh the other day as he sh

some of the checks. "There isn't : doubt now that we are going to ge It's the greatest scheme ever this every member canvass. "Leave it to the churches

up the best money raising pla we've done is to follow ther much is it going to cost to ramillion? About \$30,000. Can "And look at here, my

Mr. Maren, while his cabinet lowans stood around him check him up, "It's the only a campaign fund to have, also cleanest thing you ever saw makes votes. These people, to the checks and letters. holders now in the Democra; "Are we going to win? W tell you one thing. If there was forbidding any big contribut! last three weeks of the camb would not be anything to is the only thing that can le if there was such a law to

sums they will need if they to turn this election." To all of which the I wan ered in the treasurer's oil Amen, and went to it some re-

IVI were mapped out w traffic strike began

cans couldn't spend any of

## OLD TRAVEL ROUTES ANY ingentous travel

these was the possible use of t Island steamboats from the West 130th street, down the River to such plers as his tected. Then came the succe la Yonkers man as follows: Take a Jitney through 1000

came city is unusual travelli f

CHILDREN READ WHEN THE LIBRARIES FTER having been closed all her description and quotations. She too glad to initiate one into the mys-, got him out. And the man said. If he street he was now staying in. He tinued, to get the reply, "I never re-; would have to pay for it as soon as total membership of 62.600

has been puzzling them all summer.

To throw light on the subject the vested in four books. The original four Mbrarians have been questioning the children and some surprising information they have received.

The little girls seemed to have been vided with a certain amount of literature by sympathetic aunts and

summer on account of the epidemic of infantile paralysis the children's rooms at the Public Library are open again and the public Library are open e more troops of small readers are discovered is indicated by such titles youngster of twelve;

thronging to them in the pursuit of literature. While the youngsters are Many boys patronized second hand the youngsters are Many boys patronized second hand the youngsters are Many boys patronized second hand the youngsters are many who knew his uncle's name"—the amount of coincidence in his story. Many boys patronized second hand the old man went begging and told was almost well-wand could recognize the few life amount of coincidence in his story. etudying the book shelves the li- dealers. The method of carrying on Tom to call him his grandfather. One nize his face. He said his uncle brarians are studying a question which business with them was explained by "one Tom met a man in the street, gone to St. Louis, so the boy stayed in one boy as follows: "Four were good This man recognized the boy's face, Cincinnati. Two years later the uncle This question is: In what direction for two, two were good for one, and for when he was 6 years old he knew came back to Cincinnaci and the boy's did the taste of the children turn when one was no good for anything." This him. This man said, Take me up to friend recognized him by a scar, an they were suddenly cut off from the explanation proving a little mysterious the man taking care of you. He reccarefully selected books provided in the further questioning brought out the ognized the old man-he wanted to him and ask for the will. But the act that 40 cents was originally in- make sure it was the boy, vested in four books. The original four "Come along downstairs," he said

to the boy, 'an uncle of yours lives in Cincinnati. When you were 6 years old your father died and your uncle got the will on you." (This last phrase being repeated and little unintelligible, one interrupted

for an explanation. This led one to conclude that the uncle had stolen the will of the boy's father, but how could that have helped him anyway? How-

"After the old man died the boy took uncle. And the uncle showed it to One asked a maid of golden curis and \$100 out of his pocket, dressed him elf. Tom when Tom came. But Tom tore brightest of bige eyes: What did you up nice and went to Cincinnati. But he could not find his uncle and went right letter. to live in a boarding house. Then he went over in a ferry and one day a and Torn followed him, going to the turned lip.

"He went to look for a job and met "The story of a boy called Tom, who a man who knew his uncle's name" the boy went to his hotel to speak to uncle said 'No.' And the boy told it to his boss. And the boss told him to go back and tell the uncle he could not get away with it. But the uncle refused again and the next day the uncle

moved out to another hotel. The unclemid he would give \$100 if he could get (It was necessary to interrupt again for nothing had been said of a letter before. The narrator's ideas as to the etter were rather vacue, but it seemed to be a letter of identification as to

Tom's connection with the will.) "But Tom was wise and had two let-Australia by the uncle's orders. He ters made. He put the wrong letter ders, "He doesn't care, he says," was did not do good in Australia and came in a trunk where he knew they would his reply. back to New York. So he went out try and get it. So the uncle had a key and began to beg. And he got run made to fit Tom's trunk. And the man over and stayed in the hospital for a knew where Tom lived, but he got the tales, although many of them had week. the letter up and let him look at the read while the library was closed?"

nd the uncle was surprised to find philosophy m bacs numin. "One time the uncle had a house in themselves over to more practical de- risen a small difference between a subhe woods and he asked a man to pre- vices than the above described system. ed to hold them up in the woods. Six little boys each begged of their And the man pretended to hold them elders sufficient funds to buy six sec- thus ip, and end the uncle could go but and hand books they had really om would have to stay with them wanted. An obliging parent had pro-So Tom stayed but he vided an attic for the little Horary of howed them the letter and told them | thirty-six books, where they were kept but if they would let him so to get and read. The ideary was christened he will be would give them a thou- the 'Ottawa Conster Club,' and dollars. 'Let me go,' he said. 'Why?" one asked and dollars. and they let him go and Tom went to "Ottawa because they loved stories lawyer and the uncle had to give up of Indian life, and Coaster because children's rooms at their most crowded cone was left wondering why he had not employed this simple, irect method in the first place.)

The finish to the young narrator's tory was as follows: "And Tom gave his uncle every nouth a hundred deligra." Considering the treatment Tom had seceived this seemed out of all pro-portion and so one asked "Why?" The narrator shrugged his shoul-

The little girls were not quite so eady to dilate upon the plots of such

"Common books,"



'One at a time, please.'



Autumn and spring.

asked a diminutive tot of seven.

of summer literature. One postcard ran:

work Benjamin cannot pay for the to school-a place where they are un-lost book as the teacher told me, I watched and let alone.

they one day hoped each to own a hour is the complete self-governing to Fort Lee ferry. Scores discipline which the children observe, operation during the first h "Had be missed the library?" one They keep the rules made for their surject Cross the ferry to F ewn comfort. To see three or four N J. Take a trolley there Oh, yes. But then his sinter had hundred children literally let loose her lof the Pulisides and transfer died, and he had gone lathing. These fore a collection of booksholves with the Wecasiwken ferry of events seemed to make up for the loss no one to control them and yet find shore Railroad. Go via this f summer literature.

Qualit was some of the correrealizes it is due to a large extent to and yourself downtown—as spondence concerning the epidemic, the tact of there in charge, who make 10 cents carfore, but ettli me postcard ran: it their effort that the cubdren shall for tease uptown in one of "An infant palaysis is doing it's had in the heavy the case opposite santa and pure through one

Partners. married eleters. Boy Scout reading, were brought back after reading, and also many of the girls thrived on and two new books obtained in exchange therefor. These two eventually pro-One small maid of around nine sumduced one new book, which was of mers confessed that the only thing she no value for further purposes in exhad read the whole summer long was change. Excellent and enterprising the "Courtship of Miles Stand, sn," business on the part of the dealers. One librarian made a practice of Another little girl of evident Jewish asking the youngsters the plot of faith also told that but one book had these books, and invariably crossed her path. It was apparently the reply that "they were all about a book of Reman Chibelle prayers from the same." However, they were only